

Wine Library Associates
of
Sonoma County
Oral History Series

Francis Passalacqua

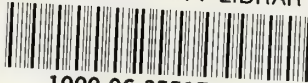
Interviewed by
Eric Davis



Digitized by the Internet Archive
in 2012 with funding from
County of Sonoma

<http://archive.org/details/francispasalacq00unse>

SONOMA COUNTY LIBRARY



1000 06 355174 0 0

PASSALACQUA, FRANCIS.
FRANCIS PASSALACQUA /
1995.]

10000635517400
CENT

Wine Library Associates of Sonoma County Oral History Series



Francis Passalacqua

Interviewed by Eric Davis

June 1990

Transcription 1992

All literary rights in this manuscript, including the right to publish, are reserved to the Wine Library of Sonoma County. No part of the manuscript may be quoted for publication without written permission from the Sonoma County Wine Library, Center and Piper Streets, Healdsburg, California, 95448.

Requests for permission to quote for publication should be addressed to the Library and should include identification of the specific passages to be quoted, anticipated use of the passages, and identification of the user.

Introduction to Francis Passalacqua

Eric Davis, an attorney from Santa Rosa also with an interest in wine, interviewed Francis Passalacqua, a California and Healdsburg native, in 1990. Francis' father, Frank Passalacqua, came to American in the 1860's and onto California in search of gold. After a brief period in the gold fields, he settled for a few years in Cloverdale and then to Healdsburg. This interview includes the Passalacqua family from vegetable garden days to their wineries and their growth as well.

The interview touches on his sister, Edith Passalacqua, and her involvement in the wine industry (See Edith Passalacqua Oral Interview by William Heintz, 1975 SCWL). Emile and Henry, his two brothers, took care of the winery and ran the ranch under their father's direction and on their own after his death in 1929. The youngest child, Francis went on to become an attorney and right out of law school worked with most of the wineries in the area as well as for his family's wineries. He has established a strong personal and legal presence in Healdsburg and his children have followed in his footsteps.

Wine Library Associates of Sonoma County Oral History Series

Francis Melvin Passalacqua

Interviewer: Eric Davis
726 Fitch Street, Healdsburg, California
June 25, 1990 — 7:30 p.m.

Transcription by Gail Ryan, Healdsburg 1992

Eric Davis: Mr. Passalacqua, so I don't get the name improperly entered, what is your full name?

Francis Passalacqua: Francis Melvin Passalacqua.

Davis: Do you go by Francis, or Frank, or what is your.....

Passalacqua: Francis M., spells with an "is".

Davis: May I call you Francis?

Passalacqua: Please do.

Davis: This is Eric Davis, I'm conducting an interview on behalf of the Sonoma County Wine Library.

Francis, when were you born?

Passalacqua: I was born on January 21, 1910.

Davis: And where were you born?

Passalacqua: I was born right here in an older home at 726 Fitch Street.

Davis: So the home we're in now is not the original home.

Passalacqua: This is not the original home, no.

Davis: When was this home built?

Passalacqua: I think that my folks moved in about 1917 or 1918.

Davis: In the new home.

Passalacqua: In the new home, yes.

- Davis: And prior to that, there was a home that they lived in at the same site?
- Passalacqua: At the same site, identically the same sight.
- Davis: Okay. Please give me the name of your parents.
- Passalacqua: Yes. My father was Frank Passalacqua. I don't think he had any middle name, but my mother was Rachele (Rachel, we called her), but in Italian it was Rachele.
- Davis: Okay. And can you tell me your parents, where they were born and where they came from?
- Passalacqua: Yes. My father came from Genoa, Italy, and I always remember him telling me that he was in New York, had landed in New York at the time that Abraham Lincoln was assassinated. And he was in New York waiting to come to California. He was married and came, no... He was unmarried when he came here, and I think he was about 19 years old.
- Davis: Did he come directly to California from—
- Passalacqua: Directly to California and he worked in the [gold] mine fields for some time, for a short period of time.
- Davis: That would have been about 1865 then?
- Passalacqua: No, 1869.
- Davis: 1869, okay.
- Passalacqua: And he then came to California and directly to the mine area up by Jackson and then came up here about a year later. That's what they've always told me.
- Davis: Would he have come then all around by water to California?
- Passalacqua: That I don't know. I never did learn how he came here. Well, he came from New York by rail.
- Davis: But he didn't spend any time in New York.
- Passalacqua: No. He was there a matter of a couple of weeks or so, pending the— Ellis Island was not in existence at that

time, it's my understanding, and he went through the immigration procedure back there at that time.

Davis: Did he come alone, or did he come with any relatives?

Passalacqua: No, he came alone. I'll tell you just a little bit about my father. My father left home at the age of 13. He bought his first pair of shoes, he always told me, when he was 13, went to France and peddled fish from house to house and had enough to come to California, made enough to come to California and I think it was about a total of \$600, so he told me, and he bought a ticket and came here on his own. Never went to school one day, couldn't write his name.

Davis: So, was he in Paris, on his way when he sold his fish?

Passalacqua: No, I think—I'm not sure in what part of France, but I think it was in...the fish was sold in Nice and in that general area.

Davis: In the south of France then.

Passalacqua: Yes, yes. He went directly up from Italy into south of France.

Davis: And then he sailed from France to —

Passalacqua: No, he came back to Italy and I think he gave his parents some of the money he had earned and saved and had enough to buy transportation, purchase transportation to California.

Davis: Okay. He came alone.

Passalacqua: He came alone, yes.

Davis: Had any of his family preceded him to America?

Passalacqua: He had nine brothers and that I don't know. I know he had 9 brothers and three of them came to California, two of them went to South America, one went to France and stayed there and I don't know what happened to the others. There were 9 brothers and one girl and she died at an early age I think.

Davis: Who were the brothers that came to California, do you remember?

- Passalacqua: Well, there was Antonio Passalacqua who settled in Healdsburg and there was another Passalacqua, oh, Nicholas, that settled in Benicia. And my father lived here in Sonoma County every since he came here.
- Davis: Do you know whether or not either Antonio or the other brother came before he did to California?
- Passalacqua: I think Antonio did. Antonio came to Healdsburg and he had several children and Nicholas settled in Benicia, and he had five or six children.
- Davis: When your father came to California, he went to the mines, you indicated...
- Passalacqua: Yes.
- Davis: I'm sorry, how long did he work in the mines?
- Passalacqua: I think it was less than a year, as I recall the life history he would tell us about.
- Davis: Was this gold mining?
- Passalacqua: Yes, gold mining.
- Davis: Was he successful?
- Passalacqua: Well, I don't know very much about his mining activities, up there, but I remember that when he moved up there, they gave him a cabin to sleep in and somebody'd been shot there the night before and he had to clean up the cabin. I remember the ghastly story that he'd told me about the murder that had taken place in that particular area, but it was in the Jackson area. Now what type of mining he did, I don't know.
- Davis: Well, he then came down—Did he come directly to Healdsburg, or did he go to some other part of Sonoma County?
- Passalacqua: I think he went to Cloverdale. And from there he had a vegetable garden and I think it consisted of 9-10 acres in the Preston area.
- Davis: Did he lease this land, or did he buy it, do you know?

- Passalacqua: I think he leased it and then eventually bought it.
- Davis: And he was single at this time, or had he married at this point?
- Passalacqua: No, sometime after he had been successful enough to go back to Italy, he married and brought his wife here and they had two children, Sylvia and Edward Passalacqua. Edward lost his life at an early age—Edward worked in the vegetable garden, they had a horse and buggy, they were one of the few vegetable growers around here, and they delivered vegetables to Santa Rosa, to Cloverdale, and, I think, even to Ukiah with horse and buggy in the early days.
- Davis: You're talking about the Cloverdale days, correct?
- Passalacqua: Yes, but he soon came to Healdsburg.
- Davis: Okay. He would have been in the Cloverdale area then in about the early 1870's?
- Passalacqua: I would say just for a matter of two or three years and later on he sold the place and I think he sold it to a man by the name of Carlo Fracchia.
- Davis: The property up in Cloverdale?
- Passalacqua: Yes. And then he bought 9 acres here on the south part of Healdsburg and raised vegetables there and his son Edward delivered them.
- But his wife didn't like it here and she went back to the Old Country.
- Davis: Now, you speak of his wife, now, this was not your mother?
- Passalacqua: Not my mother.
- Davis: Now, who was his first wife?
- Passalacqua: I don't remember. I don't know her first name, but let me tell you this: She went back there, brought the two young children back with her, Edward and Sylvia, and she died. My father went back there and obtained the two children and he married his first wife's sister, which was my mother Rachele. And of the second marriage he

had four children which would be Henry, Emile, Edith and myself.

Davis: And do you know when that would have been that he went back to Italy and met your mother and married her?

Passalacqua: It was in the —

Davis: In the late 1880's, maybe?

Passalacqua: In the 1880's, I'm sure.

Davis: Was your father's first wife's name Laura? Does that sound familiar?

Passalacqua: That does sound *very* familiar, yes.

Davis: Did he remarry in Italy, or did he —

Passalacqua: I think he married in Italy, yes.

Davis: And then they came back—

Passalacqua: Then they came back and settled in Healdsburg.

Davis: You don't know whether or not he was in Healdsburg at that time before he went back —

Passalacqua: Oh, yes, he was already in Healdsburg.

Davis: You said that they had how many acres south of Healdsburg?

Passalacqua: Well, it would have been 9 acres, 9 acres because I remember the property, when my mother passed away they still had the 9 acres.

Davis: Is it still in the family, or is that —

Passalacqua: Oh, no. It consists of two auto courts now, turned commercial, right on Old Redwood Highway.

Davis: I see, just as you're leaving town.

Passalacqua: That is right.

- Davis: Was your father doing at this time his farming alone or was he doing any work with his brother?
- Passalacqua: No, I don't think he was ever in business with his brothers. I think one of his brothers, Antonio, had a garden in that general area, which would have been south of my father's, but I don't know anything about it.
- Davis: They were neighbors, anyway.
- Passalacqua: They were neighbors, yes.
- Davis: What was he growing at this point?
- Passalacqua: Well, just garden vegetables. And I think such things as tomatoes, cabbage, the usual produce that you see in the supermarkets today, but they didn't use any artificial sprays and things, all very organic.
- Davis: And they sold it where again?
- Passalacqua: They sold it in Healdsburg, Santa Rosa, and I remember my father telling me that his son Edward would even go to Mendocino County.
- Davis: And they hauled it themselves to the grocer's or door-to-door sort of thing?
- Passalacqua: No, to the grocers, and they'd sell it to anybody that would stop along the road and want to buy some vegetables, I guess they sold them, but they had customers they would sell it to.
- Davis: And that would have been in the late 1880's, something like that.
- Passalacqua: In the middle '80's, I would say.
- Just a minute, I have something that my brother wrote as to when this wine making started.
- Davis: Okay, why don't I slow this down here for a second. All right.
- We were talking about the growing of vegetables. Did he grow any fruits, any fruit growing as well?

- Passalacqua: Well, not on the local property, but later on, he bought the ranch on the Russian River which would be the family ranch where they planted at least 125-150 acres of grapes. And had prunes, it was about a 600 acre ranch that he bought.
- Davis: When would that have been bought, approximately?
- Passalacqua: I would say it was sometime in the middle 1880's.
- Davis: He bought that all by himself, not with his brothers.
- Passalacqua: He bought that by himself, yes.
- Davis: And got into grape growing, as well as prunes. What kind of grapes, if you know, did he plant?
- Passalacqua: Well, they had Petite Sirah. They had Alicante Bouschet, Zinfandel. They had some Barbera grapes, to what extent, I don't know. But most of the grapes were black grapes, they had some white, and they even had, I think, three acres of Muscats. I think that maybe some of the old vines are still there, they belong to my nephews at this time.
- Davis: Other than the Muscat, were there any other whites?
- Passalacqua: Yes, there was another, about another five to ten acres of white grapes.
- Davis: We're talking about the family ranch up on the Russian River. Before we get into the grapes, where about on the Russian River are we talking about?
- Passalacqua: Well, it's as you go up here by the Villa Chanticleer and look down, look north, it's all down along the river. Those grapes would be classified as Alexander Valley grapes.
- Davis: And that's on the northeast side of the river?
- Passalacqua: It would be northeast of Healdsburg. It would be on the north side of the Russian River as it flows from Alexander Valley.
- Davis: Okay. Are there any other grapes that you can recall since we last talked about it, that your father grew?

Passalacqua: Yes. As I said, Alicante Bouschet, they used a lot of those grapes, and when you, there's another common grape today that they still crush, but it's not worth a lot of money....

Davis: A white grape?

Passalacqua: No. Red grape. I'll think of it before this is over.

Davis: You also said when we were off the tape...

Passalacqua: Petite Sirah...

Davis: Mission. I think you said a Mission —

Passalacqua: Yes, a Mission grape.

Davis: Okay, and there were...

Passalacqua: A very small amount, they had maybe two or three acres of Mission grapes.

Davis: Was the bulk of the acreage in Zinfandel?

Passalacqua: The bulk was in Zinfandel, Petite Sirah and Alicante Bouschet.

Davis: In equal amounts, approximately?

Passalacqua: No, I think the Zinfandel was the greater amount, possibly 50%.

Davis: And the other two — 10 or 20%.

Passalacqua: I would say that.

Davis: What did he do with the grapes that he produced?

Passalacqua: Well, they crushed them right here next to our house.

Davis: Was that at a winery that your father built?

Passalacqua: Yes. As you look outside, you'll see the big oak tree just in the garden area here. Right at the edge of the oak tree, the winery extended there clear up to Sherman Street.

Davis: So we're talking about the north side of this house up to Sherman Street on the east side of Fitch.

Do you know when the winery was built?

Passalacqua: Yes. The winery was built, I believe, in about 1890, in the general area. And they added on to the winery after that.

Davis: Before 1890, what was your father doing with his grapes, or were they not mature at that point.

Passalacqua: They came into production about that time and I think my father had a very good friend in north of Geyserville by the name of Tony Lucchetti. And Tony Lucchetti came down and they built it in installments and added on to it and they eventually, I think, had a capacity here of 160,000 gallons of wine when the winery burnt down about 1933.

Davis: Was he a builder, or a winemaker, or ...

Passalacqua: He was not a contractor, but he was a wonderful builder from the Old Country and he built the winery here next to our home where I reside now.

Davis: What was the construction of the winery, what type of construction?

Passalacqua: It was redwood, of course, and it had two gable roofs. Take that off, I can possibly show you a picture—

Davis: You've got a picture of it?

Passalacqua: A picture of the back end of it which would show you.

Davis: Okay. You're looking at a picture now which shows what, now?

Passalacqua: It shows two buildings with a gable roof and they extended from the back end of my lot that you're looking at here, clear to Fitch Street. And then the northwest end of the building that you—I'm now pointing at, was the big crushing room and then there was a big steam boiler that they used to clean out all the tanks and they even had the noon day whistle they used to blow at noon time, which meant it was time to go and eat, and they

had five or six employees there, I remember, and I'm speaking before the Prohibition.

Davis: Right. Was this picture taken before Prohibition?

Passalacqua: This picture was taken, I believe, after Prohibition.

Davis: Okay, Obviously, it's still standing so we're talking about before it burned in 1933.

Passalacqua: That is right. This is my mother feeding a pet deer that we had in the backyard.

Davis: You've got another picture there too.

Passalacqua: This is another picture of the winery showing it looking west. This was a storage room and this was, the one on the north, was the fermenting room.

Davis: Okay. Now who was the winemaker, or who was doing the blending of the wine in the winery?

Passalacqua: Well, we had a man by the name of Julio Perelli Minetti. He had a brother also that was in the wine business down in Modesto and southern— Delano—California. He was in Ukiah first and then he went down to Delano and he had a family that promoted wine and one of them was an attorney also, by the way, he may still be living. But this is a picture of Julio Perelli Minetti talking to my father. This was apparently before Prohibition.

Davis: Okay. Now, just to put you in the picture here, when the winery was built, you were how old?

Passalacqua: Well, I was non-existent.

Davis: What are your first memories of the winery, can you recall?

Passalacqua: Yes, I do recall. I must have been seven or eight years old and they used to ship wine to New York in 50 gallon oak barrels. And before they filled them up, they put in a small glass of liquid sulphur to kill the bacteria, I presume, and I was a youngster at the time, and that was my job. With a funnel I would dunk the liquid sulphur in each 50 gallon oak barrel that was being filled prior to it being shipped.

Davis: So this was around 1916?

Passalacqua: 1916 or 1917.

Davis: You were six or seven years old when you were doing this?

Passalacqua: About seven years old, yes.

Davis: That was at the time that the wine had already been blended and put in to the barrels, ready to be shipped. Do you have any other memories of that time period? How was it shipped, can you remember?

Passalacqua: Yes. It was shipped in 50 gallon barrels and I even remember the people that used to come here with a truck and haul it down to the railroad station and put it in the big boxcars that were shipped to New York.

Davis: Who were they?

Passalacqua: That was Heitz, the Heitz Trucking Company.

Davis: Were they out of Santa Rosa?

Passalacqua: No, they were in Healdsburg.

Davis: Any names of the Heitz people?

Passalacqua: Louis Heitz.

Davis: Okay. they then hauled it where? To San Francisco?

Passalacqua: No, they hauled it here at the railroad station in Healdsburg. And I remember riding down there with my sister and brother while they were loading and they would put them—they would have one stack of 50 gallon barrels on the floor and then they'd put another stack above that and they'd roll them off, all by hand.

Davis: You mentioned your sister and your brothers. Could you give me their names?

Passalacqua: Yes, my brother that worked in the winery quite a bit was Emile Passalacqua and also my brother Henry Passalacqua. And then I had a sister, Edith, and she used to fill out the wine reports and she did all of that for father.

- Davis: Now, were your brothers, Henry and Emile, was one of them more responsible for winery work and one more responsible for the growing of the grapes, or would they share that?
- Passalacqua: Yes. Emile did most of the winery work and my brother Henry ran the ranch. I have a picture here of the ranch taken from this area. Here it is, we're looking down at Alexander Valley. All of this was part of the ranch. These were the early days before it was even planted. You can see all this flat area long the river was —
- Davis: Was your father still very involved in the growing part of it, or was that pretty much Henry's responsibility?
- Passalacqua: My father. I recall going to the ranch with my father—in horse and buggy — and we would drive out there and he would give orders to the men and my brother was more or less like the foreman. He was very young, my brother Henry only went to high school two years. Later on after Prohibition, he took up singing lessons and went into opera. And he would have been very successful had he stayed with it. He had a beautiful voice.
- Davis: But he was successful as a grower, too, I gather.
- Passalacqua: Yes, he was very successful. They used to have a cook house out there and they had about seven to eight employees, they were all Italian in those days.
- Davis: Where did they live? In town?
- Passalacqua: No, they had a cook house and they had rooms for the men out there and I remember there were at least four steady men in the plowing season and in the harvest season, they had as many as seven and eight. They had a steady cook to cook for them.
- Davis: Did Henry do any work in the winery, or was it pretty much he was limited to —
- Passalacqua: No, Henry did a lot of work in the winery. See, my brother, Emile, was called into military service. I forget what year he went in. And so Henry had a double obligation when Emile went in the service, he was in over two years and Henry ran the winery, and he had a foreman out at the ranch, so they both were involved.

Davis: Is Henry still living?

Passalacqua: Henry is still living. He is 95 years of age. Lives in San Jose with his daughter and son. He has a wonderful memory.

Davis: He would be a good person to talk to, huh?

Passalacqua: Well, I wrote to his son and we got some information.

Davis: Do you want to read that letter?

Passalacqua: Yes.

Davis: Is this from Henry or from his son?

Passalacqua: This is from his son, who wrote it on behalf of his father, his dad shakes a lot, he couldn't write it.

Davis: And who is the son? What's his name?

Passalacqua: John.

Davis: Okay. Why don't you read that into the record.

Passalacqua: "Dear Francis"— This is a letter that is dated March 1, 1987. "Dear Francis, In keeping with our phone conversation last February 14th, I talked with my father and learned a few facts about the family winemaking history. Hopefully, they will provide the information you are seeking. Dad says that your father began making wine in 1897-1898 in quantities of 5,000 gallons per year. All grapes came from the family's property, mainly the ranch that Emile later inherited. However, your dad did buy grapes from such farmers in the area as John Minaglia and Harvey Frost."

Now I will interline something. I do know that he bought grapes out in Alexander Valley from Ernest Brooks and later bought grapes in the Windsor area from Maynard Young. And there were others that my brother didn't remember about—I do know that they bought a lot of grapes in addition to the grapes that they grew themselves here. Now going on with the letter.

"All the wine your father made was red wine and was sold in 50 gallon barrels and in 80 gallon puncheons to

merchants in San Francisco through a buyer named Lagomarsino. Within a few years, the production increased to 30,000 per year, then 75,000 per year. All of this wine was shipped in bulk by railroad to Mariani Brothers in New York. They had a buyer out here in Sonoma County by the name of Oraziotti. Dad said that your father called his wine *Barberone*, a dry, heavy, red wine. He tried to patent the label, but was turned down. When the Fitch Street winery burned down, your dad bought your winery which was the Olivetto Winery."

... and I'll break in on that—I bought the winery for my mother, represented her. I bought it from three people—three former owners, Franceschini, Lorenzini, and Nardini. They even had a still where they made brandy over there, but that was not in existence. It wasn't operating — had been torn down.

Davis: When did you buy that for your mother?

Passalacqua: I bought it for my mother in—the best year I can fix is 1934 or 35.

Davis: Is this just after Prohibition was ended?

Passalacqua: Just after Prohibition was ended.

Davis: And, of course, if you wanted to make any wine, the old family winery had burnt.

Passalacqua: The old family winery had burnt. I think it was just before the end of Prohibition. It was wiped out. I was home from St. Mary's College, out visiting my girlfriend and I heard the fire siren and I immediately came to town and I saw them heading up Fitch Street towards our home and the whole winery was in flames.

We had a caretaker by the name of Louis Barbagliotta. And we had two big eucalyptus trees out front and there were some broken limbs and he made a big fire out in the yard just north of our home and there was a pretty good wind that day and it blew some of the cinders down between the two winery buildings and it just took off and burnt right down. And I'll never forget my mother was crying at the time that, you know this was Prohibition and we could only put \$4,000 worth of insurance on it. So that ended the winery. So, as you leave here tonight, as you look out, you'll see the big oak tree. Everything north of that oak tree, the winery almost touched the

oak tree, clear up to Sherman Street was the winery site.

Davis: So, you represented then your mother in buying the Olivetto from the individuals you named.

Passalacqua: Yes.

Davis: Was that an operating winery when you bought it?

Passalacqua: No. A man by the name of [Oscar] LeBaron owned the winery and I presume that the winery went back to the people who held the first lien on it. I don't know any of the details. But I do know that all we bought were two and a half or three acres and the buildings, so there was nothing in the buildings. It had been stripped of all tanks, all of—everything—the crusher, the wine presses, the filters—there was nothing in it.

Davis: It's located west of Healdsburg Avenue at the end of Powell.

Passalacqua: It's at the end of Powell. Right. And my brother made wine there quite a few years and sold it to different people back East and when my mother died, we divided the estate, and my sister wanted the winery because she knew people in New York and she wanted to have the winery operated. But she leased it and never did actually make wine herself, although my brother Emile did make wine there.

Davis: I'll let you go back to finish your letter. I think I interrupted you.

Passalacqua: Okay. I'll begin where I left off on the letter.

"According to my dad, your father was one of the first winemakers in Sonoma County along with the Simi Winery which was first called the Montepucchiano Winery. He also said that your father made approximately 2,000 gallons of white wine per year after to become more established. That's about it, Francis, I hope this information proves interesting."

Davis: If I could follow-up on that a little bit, did your father, in fact, make wine before the Perelli Minetti winemaker came on?

- Passalacqua: It's my understanding that they did, but in very small quantities. That's when they sold the wine in San Francisco, 5,000 gallons, just in small amounts.
- Davis: But this would have been after he built the building.
- Passalacqua: Yes. But as I said at the outset, the winery was built in installments, so to speak, and at first it was very small production and later on it increased to 75,000 gallons. But ultimately, when the winery burnt down, I know there was a capacity there of pretty close to 150,000 gallons.
- Davis: Have you ever heard how your father came to know about winemaking? What did he say, did he ever talk about that?
- Passalacqua: No, I really don't know. I don't know how Mr. Perelli Minetti, the chemist, got involved. He had a large ranch in Windsor, apple and prune ranch, and he traveled all over the country. He had a lot of wineries that he was checking on all the time and, of course, this was before Prohibition. I went to school with two of his sons here in Healdsburg High School, even played football with them. He was then very much engaged in making wine and traveling all over the country, not only in Sonoma County, but all over the state.
- Davis: Was he a full time winemaker for the Fitch Mountain Winery?
- Passalacqua: He was a full time chemist, yes.
- Davis: And by chemist, what do you mean? I'm not sure if I follow that.
- Passalacqua: Well, he would give them instructions, you know, when to crush the grapes, and they would make tests and I guess he did everything to tell them how to finish the wine. They had filters, I remember. There were copper filters there.
- Davis: We're talking now about Mr. Perelli Minetti, correct?
- Passalacqua: Yes.
- Davis: Did he do the same thing for other wineries at the same time, or was he doing it exclusively for your winery?

- Passalacqua: For many wineries. He would possibly come by here a couple times a week and then he'd go on to other wineries. He just traveled all around.
- Davis: So he, in effect, there was someone then locally who was carrying out his instructions.
- Passalacqua: Yes.
- Davis: And would that have been Emile, or —
- Passalacqua: Well, Emile and then we had a man from the ranch that used to come in every day and I don't remember his name, but I remember he was very congenial type of Italian person and he knew a lot about wine and he assisted the family. I remember his first name—Lelo. I can't remember his last name.
- Davis: Do you know whether or not your father assisted in any of the — at least in the early years in terms of the wine making before Mr. Perelli Minetti came in?
- Passalacqua: Yes, my father apparently did because he used to walk around and they would taste the wine and he had somebody to check if there was any sugar in it and when it was down to zero they would draw it and take the pomace and press it and I do recall that, yes.
- Davis: Did he ever indicate to you that he learned this in Europe or in France or if he had learned it when he came to the United States?
- Passalacqua: I really don't know. I would be guessing.
- Davis: Okay. We were talking about before the fire burned down the Fitch Mountain Winery, the quantities of wine they were making and can you tell me a little about the wine that was made? We're talking about bulk wine.
- Passalacqua: Yes, bulk wine.
- Davis: What kinds of bulk wines?
- Passalacqua: Yes, there was a heavy, heavy wine. I presumed they used the Alicante Bouschet blended with other wines and they called it *Barberone*.

- Davis: Does that mean something, I'm afraid my Italian is not very good. Is that a grape or a region?
- Passalacqua: There is a Barbera grape. This was called *Barberone*.
- Davis: Was there Barbera in that, do you know?
- Passalacqua: I think so. I think so.
- Davis: But also the other —
- Passalacqua: The Alicante Bouschet. That was the heavy, heavy wine. I do recall my father buying grapes in Windsor from Maynard Young and I remember my mother, father, and I guess my brother, drove us down and they wanted these Alicante Bouschet grapes very badly and this was before Prohibition. They paid \$110 a ton, which was big, big money. The other grapes weren't bringing that at all. I think \$55 and \$60.
- Davis: And they wanted this for the special wine?
- Passalacqua: For the special heavy wine, yes.
- Davis: And he didn't, apparently, have enough of it himself that year or —
- Passalacqua: No, no. They were producing—at the time of Prohibition—they were producing a large amount of wine. I would say possibly way over 100,000 gallons of wine.
- Davis: And so they were out looking for grapes.
- Passalacqua: Oh, yes. They were out buying grapes. Now, the Frost Ranch, the big vineyard ranch over 100 acres of grapes, and they bought all his grapes.
- Davis: Was there a lot of competition to buy grapes at that point?
- Passalacqua: Oh, that I couldn't tell you.
- Davis: Who else, do you remember—we're talking about 1910's?
- Passalacqua: No, we're talking about 1890 and 1920, I can recall after I was born. Yes, I recall my mother telling me a story—In 1910, when I was six months old, they had shipped

some wine back to the Mariani Brothers. And they were notified that the wine was not good, it was spoiling. So immediately my mother and father became alarmed because they had shipped quite a lot of wine and so they got a wet nurse to take care of me, because I was breast fed, and her name was Mrs. Minaglia, and they took off. When they arrived in Arizona, they got a telegram from Dr. Walter Seawall, who was the family doctor, and he said—the telegram said— "Baby Francis dying okay" and immediately they at the first stop took a taxi and made arrangements to come back home on the next available train. When they got back home, they found out that the telegram company had made a mistake, Western Union had made a mistake and instead of "dying okay" it was "doing okay." It's my understanding that they went to see Edward Norton, an attorney, and he got a ticket for them back again without any further cost to them. But my mother always told the story and laughed in later years.

Davis: What happened back in New York when they finally got there?

Passalacqua: Well, when they got to New York, why, the Mariani Brothers' representatives, or chemists, said they had made a mistake and gotten the wrong sample of something and the wine was fine, no problems.

Davis: Were there suspicions about that?

Passalacqua: That I don't know, but I think that they may have wondered.

Davis: All right. We were talking about the kinds of wine, the *Barberone*. Did they make any other types?

Passalacqua: Yes, there was a lighter wine and I remember it was called Claret.

Davis: Another red, obviously.

Passalacqua: Another red wine, right.

Davis: Do you have any idea what grapes were in that?

Passalacqua: Well, I think they used Zinfandel without any blends of Petite Sirah and I think they even had Pinot grapes in those days. But actually it was a very light wine and I recall that they didn't have any wine stores. People

would come up here to the winery and want to buy five gallons of wine in jugs and there were a lot of retail sales right here. But they did not bottle wine or ship it. They would just sell wine and they had big puncheons. I think they were 100 gallon or 200 gallon puncheons and it was a light Claret. People would come here and want to buy wine, so much a gallon, and they would fill their jugs and that was it.

Davis: Was it primarily the Claret they were buying as opposed to the heavier wine?

Passalacqua: Yes, yes.

Davis: Was that because there was a different taste in the East than there?

Passalacqua: Well, I think the Southern Italians liked a heavy wine. Now, I went to Quebec here about ten years ago. We went to an Italian restaurant and the man there served us wine and he said, "I make my own wine." I said, "What kind of grapes do you use?" and he said, Alicante Bouschet," I said, "We don't have those kind of grapes anymore," he says, "We get them from Delano and we make our own wine." I said, "How much do you make?" and he said, "Oh, we make 800 gallons." And this was in Quebec, Canada. So apparently, it's Southern Italians, in those days, that liked the heavy wine.

Davis: Back East.

Passalacqua: Back East, right.

Davis: Whereas, the consumers out here in California then didn't really drink that.

Passalacqua: No, they seemed to drink a lighter wine, a Claret they called it. It would be like a Zinfandel today.

Davis: And were there any other types besides those two that you mentioned, the Claret and the other one? Any white that was barreled?

Passalacqua: Yes, there was a white wine. It was just a straight dry, heavy dry wine, white wine. And I don't think they made much white. I can remember there was about 5,000 gallons at times, and they would break it down and ship the white wine back to the Mariani Brothers. But very small amounts.

- Davis: And do you know what the grapes were in that white wine?
- Passalacqua: No, I don't.
- Davis: Could you explain for me the arrangement. You mentioned a buyer here, was it a buyer for the Mariani Brothers, or would someone buy—how did the merchandising work?
- Passalacqua: Well, I think they had somebody come out periodically and check the price of wines and taste it. Like my brother said, there was a man by the name of Oraziotti, that I mentioned in his letter to me, that represented the Mariani Brother.
- Davis: And you also mentioned Mr. Lagomarsino.
- Passalacqua: Mr. Lagomarsino. He was a San Francisco man and bought wine in the early, early times.
- Davis: So it was mainly for the San Francisco market.
- Passalacqua: Yes.
- Davis: He didn't ship it back East?
- Passalacqua: Not that I know of.
- Davis: Were there any others that you can recall after the gentleman you identified for the Mariani Brothers?
- Passalacqua: When my brother Emile was running the winery I purchased for my mother I spoke about, they used to ship wine to different people in New York. I think of the Genoa Wine Company. They shipped to somebody by the name of D'Quino and there were others. But it was all shipped in bulk, it wasn't put in barrels, it was shipped in regular tank cars.
- Davis: Can you recall, were you close enough to know what kind of prices these wines were demanding back in, say, pre-Prohibition, for a barrel of the Claret or a barrel of the—
- Passalacqua: No, I just cannot tell you. But I did run across an invoice, 1910 invoice, that— here it is. Here's an invoice

of Frank Passalacqua, Fitch Mountain Winery to Mariani Brothers.

Davis: What's the date on that?

Passalacqua: This was April 30, 1920. And a shipment in January of 3,283 gallons of wine and it shows the price of 16 and 1/2 cents a gallon. And the barrel, 63 barrels, they charged them \$2.75 a barrel. They got a total of \$744.25 for this particular shipment.

Davis: It doesn't say what kind of wine —

Passalacqua: No, but it must have been red wine.

Davis: And this is by cash, is that what it says?

Passalacqua: By cash, \$173, then due \$270 and so forth.

Davis: Oh, they had payments due, there was a payment due, there were different payments due —

Passalacqua: \$270, \$270, and there was \$173 which was paid in cash.

Davis: And they were paying the first cash payment was due — What's that date there?

Passalacqua: April—Looks like —

Davis: April 19th. The next one was May the 19th. So they had to make payments, I guess—And at the very bottom of this, it says, "As per—

Passalacqua: "As per agreement, please remit." As per agreement—that's my mother's handwriting.

Davis: I noticed on the label it says "Bought of Frank Passalacqua, Proprietor."

Passalacqua: Sotoyome Ranch.

Davis: Was that the name of the family ranch?

Passalacqua: That was the family ranch, Sotoyome Ranch, Fitch Mountain Winery.

Davis: And it says, "Vineyards are located..." What is that?

- Passalacqua: "On the slopes of Fitch Mountain." You see Fitch Mountain slopes down there and then it just — it's down on the river I guess.
- Davis: At this point in time it wasn't labeled as being Alexander Valley, hadn't gotten that name.
- Passalacqua: No, no, no.
- Davis: Fitch Mountain is more picturesque.
- Passalacqua: Yes.
- Davis: Okay. That's very interesting. Well, that tells us a little about the prices we're talking about. Some money was paid up front and others were to come later, I gather.
- Passalacqua: Right.
- Davis: Let me take stock here. Prohibition came along in around 1919. What happened, as far as you can recall, when Prohibition came? Where were you, for example?
- Passalacqua: I was living right here where I am now, in an older home, and I think my folks had shipped most of the wine before Prohibition. They had some they kept there all during Prohibition and I think it burned up in the winery. Before Prohibition, I think they had shipped a good part of the wine.
- Davis: So they weren't holding a lot of wine.
- Passalacqua: No. Maybe 20,000 gallons, more or less. I know there was some wine there.
- Davis: Prohibition lasted until about 1933. What did the family do in those years.
- Passalacqua: Well, my folks shipped the grapes to New York in these—I'll never forget this—"LA Lugs", they called them. They held 25 pounds. And my father always felt that Prohibition wouldn't last so he kept the grapes up, and he didn't pull them up. A lot of people did and put in fruit. My father kept the grapes going all the time. In fact, I think he planted some new grapes thinking that Prohibition wouldn't last forever. So they kept shipping. They shipped a lot of grapes back East and I do recall them getting very low prices, very little and he talked

about "red ink." Sometimes they even had to pay the shipping costs.

Davis: You mean your family had to pay the shipping?

Passalacqua: Yes.

Davis: As opposed to the way where the shipping is paid before by the buyers?

Passalacqua: Right, right. They were sold on consignment and a lot of the grapes went back on consignment.

Davis: The wine before wasn't sold on consignment.

Passalacqua: Oh, no, never. I'm just talking about the grapes during Prohibition.

Davis: And who bought it back there? Who was buying the grapes?

Passalacqua: Well, I guess a lot of these, you were allowed to make, each family was permitted to make a little wine. You could even make wine here in California, but I think the limit was 200 gallons.

Davis: So was most of this shipped back East, though, or was it shipped around California as well?

Passalacqua: Oh, no. All back East.

Davis: Do you know the names of any of the—

Passalacqua: No, that I don't know.

Davis: Would that have been purchased by wholesalers or jobbers, or —

Passalacqua: I think wholesalers, yes. They would—people would come in and buy and name their own price after it was there.

Davis: Do you remember seeing any wholesalers who came here to buy the grapes?

Passalacqua: No, that I don't know anything about.

End of Tape 1

- Davis: So you can't recall any of the buyers or the wholesalers who were buying the grapes during the Prohibition era?
- Passalacqua: No, I cannot. Well, there were local people that were handling it, like Miller Fruit Company and other people who had connections and they would ship it back there and I just don't recall too much about that.
- Davis: Miller Fruit Company—Was that an Healdsburg enterprise?
- Passalacqua: Yes, I think they shipped some and there were other people involved, and I just cannot remember their names.
- Davis: Was there any sacramental wine or any type of wine made at the winery during Prohibition?
- Passalacqua: No. None at all.
- Davis: You were in your early teens during Prohibition?
- Passalacqua: Yes, I graduated from high school when I was 19, born in 1910, and I went to St. Mary's and I graduated when I was 23 and that's about when Prohibition was done away with.
- Davis: Can you remember from the Prohibition period—what was happening around—aside from your own family, what was happening to the other winemakers in the area?
- Passalacqua: Well, a lot of the people just closed down and I do remember the Simi Wine Company, they closed down. It was run by Fred Haigh and his family [Isabelle Simi Haigh]. And they had closed down and held the wine and it got old and later on, it got dumped. Foppiano's did the same. They held a lot of wine. I remember one particular week, the wine running down the creeks in front of their winery. They were just dumping it. It spoiled and I guess Prohibition had been done away with they wanted to get rid of a lot of the old wine. A lot of people coming by and taking a little sip right out of the creek.

- Davis: Were there any— you mentioned that some of the grape vineyard was being taken out. Did some of the winemakers take out the grapes?
- Passalacqua: Oh, yes. I don't remember just what percentage, but I do know that we have more prunes planted and there were a lot of pear trees, a lot of pears and Gravenstein apples. In this particular area, in fact, we had a big packing house in Geyserville—Gravenstein apples.
- Davis: And that's the product of Prohibition, that switch to—
- Passalacqua: It certainly did increase the fruit business, yes.
- Davis: Were there any winemakers that you know that made wine that was still sold during Prohibition, aside from the—
- Passalacqua: Yes. I do know that the Martini Winery at Trenton did make wine that was used for sacramental purposes, yes.
- Davis: Was that about the only one in the area?
- Passalacqua: The only one that I know of, but there could have been others. I don't know what Italian Swiss Colony did, I—
- Davis: Was anyone making wine on the side, so to speak, during Prohibition, that you knew about or heard about?
- Passalacqua: Oh, yes, you're talking about the bootlegging end of it?
- Davis: Is there anything you remember from that, stories—is there anything?
- Passalacqua: Oh, yes. Dry Creek was just littered with Italian families, they made wine for their own use. It wasn't bootleg, it was what you did. Like our family always made a couple hundred gallons of wine. My father drank wine. I've been drinking wine since I was a little boy with a little water, always drank more wine than milk.
- Davis: Were there any wineries or winemakers that were known to be doing bootlegging?
- Passalacqua: I can't—No, I don't know of any of them. I really don't know *any* that were bootlegging, of the wineries that were in existence then and later on continued to exist.

There were people that were bootlegging, but they were just *Johnny-Come-Lately's* coming into this area.

Davis: Were they primarily making distilled spirits or were they making wine as well?

Passalacqua: That I don't know. I think most of it was distilled.

Davis: They weren't really bootlegging wine, they were bootlegging liquor.

Passalacqua: Who they were, I don't know. And if I did, I wouldn't say. (Chuckles)

Davis: Your dad died before the end of Prohibition, didn't he?

Passalacqua: Let me see — I graduated in 1929.

Davis: He died the same year you graduated.

Passalacqua: Yes, from high school.

Davis: Was he active up until his death?

Passalacqua: Well, yes. He was active. He liked to plant a vegetable garden and I used to get the ground ready for him and then he'd water it. He wasn't bed-ridden or anything. He just had a stroke and passed away.

Davis: And then your mother was on her own. Of course, she had her sons still around her.

Passalacqua: Yes. She had Emile and Henry.

Davis: They were still here.

Passalacqua: Well, Henry married, of course, and he went into the music field and then later on when the son came along, why, his wife I think, preferred them coming back, so my father bought a ranch out in Dry Creek and I think they had nothing but prunes—and they had some grapes, too.

Davis: But Emile pretty much stayed with the Sotoyome Ranch?

Passalacqua: Yes, he stayed with the Sotoyome Ranch and his family owns it today.

Davis: Oh, they do?

Passalacqua: There are four of them, it's been divided four ways.

Davis: Well, Prohibition finally did end around 1933, I believe. At that point, you had mentioned before about buying the Olivetto Winery for your mother.

Passalacqua: Yes, but it was about a year after Prohibition ended, because I think for one year my mother rented a winery that was owned by a man named Domenico Ferrero. And they made wine there for about two years.

Davis: Where was that?

Passalacqua: That was on Old Redwood Highway, exactly where that new school is being built now, the elementary school on Old Redwood Highway there by — just about a mile and a quarter north of Healdsburg.

Davis: On the west side, correct?

Passalacqua: On the west side, right, where that new building is.

Davis: That had been a winery?

Passalacqua: Yes, it was a winery. Owned by Domenico Ferrero.

Davis: Did it have a name, was it known as —

Passalacqua: Ferrero Winery, I guess.

Davis: Had that been around for a long time?

Passalacqua: Yes before Prohibition. It was a small winery, a 50,000 gallon capacity, and my mother rented it for a couple of years until we bought the Olivetto Winery.

Davis: Were you involved in helping them with the leasing arrangement for that —

Passalacqua: No, I think my brother handled that, that is leasing the Ferrero Winery. They had a couple of crushes there.

Davis: And was it the same as before, in bulk wine, the same sort of wine?

- Passalacqua: Bulk wine, yes, they sold it in bulk. Shipping it back East and I mentioned the name of D'Quino. I didn't have anything to do with it, I was—at that particular time, I decided to go to law school and my brother Emile ran it.
- Davis: D'Quino, what is that?
- Passalacqua: It's an Italian name. D'Quino, I think.
- Davis: And who is that now, who were they?
- Passalacqua: They were people, I think, from New Jersey, I'm not sure. New Jersey or New York.
- Davis: And they were buying the wine at that time?
- Passalacqua: They were buying the wine, yes.
- Davis: And that was even before you bought the Olivetto.
- Passalacqua: Before we bought the Olivetto Winery.
- Davis: Was there a reason you didn't continue leasing the Ferrero [Winery], or why the family didn't continue leasing the Ferrero?
- Passalacqua: Well, it was too small. It was too small, and I think we wanted our own winery, and so my mother elected to buy the Olivetto Winery.
- Davis: When you lease a winery, or when that lease was arranged, is that based upon a percentage of the product, or how was that done?
- Passalacqua: I think it was just a cash rental, if I remember correctly. I don't remember too many of the details. I think it was on a cash rental.
- Davis: Any idea what that would have been?
- Passalacqua: No, I have no idea.
- Davis: Did they come to you and ask you —
- Passalacqua: My mother asked me to go and see the owners. And I checked who they were and I was referred to Mr. Nardini and there was an attorney in the family and he and I handled the deal.

- Davis: You had been out of law school how many years then?
- Passalacqua: I think I was *in* law school at that particular time. I think I was going to law school.
- Davis: Was this one of your first legal matters?
- Passalacqua: Well, I don't know whether or not it was. I just handled the transaction and got a reasonable deal out of it at the time.
- Davis: You negotiated the purchase.
- Passalacqua: I did.
- Davis: And drew up the documents and —
- Passalacqua: The attorney did, and I checked them over.
- Davis: Do you know who the attorney was?
- Passalacqua: His name was Nardini.
- Davis: Another Nardini, in the same family.
- Passalacqua: A relative of one of the owners.
- Davis: Also in Santa Rosa.
- Passalacqua: No, no. San Francisco.
- Davis: You'd indicated the Olivetto Winery at that point, though, was essentially stripped. It had been foreclosed upon.
- Passalacqua: I think so, yes.
- Davis: And LeBaron had owned it and operated it, but they hadn't operated it for some time, is that correct?
- Passalacqua: I think that's right.
- Davis: And that was a pretty old winery, was it not?
- Passalacqua: Yes, it is an old winery. This winery was built before the San Francisco earthquake. Now, speaking of the Olivetto Winery, the bricks were manufactured here in

Healdsburg at the brickyard which is on Fitch Mountain Road, or *was* on Fitch Mountain Road. And a man by the name of Briggs and Burgett, I think they were related, manufactured the bricks and built this winery before 1906 and it withstood the 1906 earthquake.

Davis: And it actually—do you know if it was built before the turn of the century?

Passalacqua: I would—I'm inclined to think so, yes, because it had been operating and I know there was a — this is on the south side of the winery on the railroad track and the distillery was on this side. This picture was taken after the distillery was removed, when we owned it.

Davis: It had to be furnished with all the necessary equipment?

Passalacqua: Right.

Davis: Were you involved in that part of it?

Passalacqua: Uh, to some degree, yes. A man by the name of Frank Towle installed a lot of the tanks. Towle, he was a contractor and he had a man, who is still alive, by the name of Clyde Taylor, and they filled it full of—the downstairs was nothing but storage and the upstairs was a fermenting room. And that particular property had a well on it. They used water from the property and later on, they bought in water from the City of Healdsburg and they moved the original steam plant that they had on the property here on Fitch Street to this particular area, and they utilized it to wash the tanks.

Davis: Moved it over?

Passalacqua: Yes, moved it over.

Davis: Do you recall how much the family had to pay for the Olivetto Winery?

Passalacqua: My best recollection is \$35,000.

Davis: Would that have been something you paid for over time, I assume, or was it—

Passalacqua: No, I think my mother paid cash for it.

- Davis: That helps you make a hard negotiation when you've got cash.
- Passalacqua: Yes.
- Davis: Well, then, who was involved in the early years—in the winemaking after Prohibition, who was the wine maker then? Was it still the chemist that was providing instruction or supervision?
- Passalacqua: No. Mr. Perelli Minetti, after Prohibition, was no longer here, and I don't know who they had, but they had somebody that would periodically come and check the wine. My brother, Emile did most of the—did all of the manufacturing of wine here and it was sold in bulk to different buyers.
- Davis: Now, you're talking about the Olivetto location.
- Passalacqua: I'm speaking of the Olivetto Winery, right.
- Davis: Did you keep the Olivetto name?
- Passalacqua: Yes, we did. Until my mother passed away and we divided the estate. My sister then had an idea that she wanted the winery, so we divided the estate by agreement and she put a new name on the winery, the Sonoma Cellars.
- Davis: You hadn't then taken the Fitch Mountain Winery name over to Olivetto initially?
- Passalacqua: No, no.
- Davis: So the Fitch Mountain Winery name essentially died in the fire.
- Passalacqua: No, I think they took it up to Ferrero's.
- Davis: Oh, for two years there.
- Passalacqua: Yes. And they could have taken it down to the time when my brother operated it and my sister took over. And then I think she changed it to Sonoma Cellars.
- Davis: So, Olivetto may have been changed to Fitch Mountain for a time.
- Passalacqua: Right, right.

- Davis: When did your mother die?
- Passalacqua: Oh, let me see. I was already an attorney. She must have died in 1941 or 1942, something like that.
- Davis: At that point then, the estate was divided up in such a fashion, that I suppose Sotoyome Ranch went to your brother Emile?
- Passalacqua: Yes, he got the ranch.
- Davis: And your sister Edith —
- Passalacqua: Got the winery and we owned the entire block north of this place, which was about four acres. And that was planted all in grapes too, at that time.
- Davis: Where the winery is then.
- Passalacqua: No, north of the winery here. Next block, clear up to Powell Avenue was all planted in grapes. It was about four acres. The area below this house was planted in grapes, you probably saw grapes there tonight. I just kept them there, more or less, to fill in the ground and because we've always had grapes there. My father had different varieties of grapes there.
- Davis: How many acres to the south were there?
- Passalacqua: Well, we went clear down to Lincoln Street and then the school wanted some property. This was during Prohibition. They wanted an acre and a half. They took one or two acres down here and closed off Lincoln Street, and we just kept the rest in the estate. I got this particular property plus the ranch in Windsor.
- Davis: Was that also grape growing?
- Passalacqua: No, that was this man's ranch, Perelli Minetti. My folks received it from him.
- Davis: What kind of growing was going on up there?
- Passalacqua: About 500 acres and it was planted, oh, I guess, it was 150 acres planted in prunes and Gravenstein apples. Perelli Minetti didn't believe in the future of grapes. Because of Prohibition, he didn't believe that they had a future. So he planted prunes and apples.

- Davis: Back to the winery, the Olivetto Winery. Your sister then became owner after your mother died. What happened then? She changed the name to Sonoma Cellars—
- Passalacqua: To Sonoma Cellars and she eventually leased the property to a man from New Jersey by the name of Vischia, Albert Vischia. And he made wine there for several years.
- Davis: He made it himself?
- Passalacqua: He had it made, yes. And I'll tell ya, one of his winemakers, the uncle of the people that owned Sutter Home Winery, can't remember his name. But at any rate, he made wine here for Al Vischia and later on my sister leased it to, oh, what's the name of that winery down there in Hollister?
- Davis: Oh, you mean Mason?
- Passalacqua: Paul Mason. They had a ten year lease on it.
- Davis: Did you sister immediately lease it to Vischia, or did she run it for a while herself?
- Passalacqua: She was going to run it and I think she maybe ran it for a year or so. But it wasn't a woman's job to run a winery and she had these people that wanted to lease the place. God, wineries were in demand at that particular time.
- Davis: They were?
- Passalacqua: Oh, yes!
- Davis: Early '40's.
- Passalacqua: Oh, yes. Hans Kornell came over here and wanted to lease it. But she had an existing lease with Al Vischia and she couldn't lease it to Hans Kornell. Because he was over here and he looked at it, and there was another man that wanted to lease it. Several of them from New York. But Al Vischia had a long-term lease, so he kept it and when his lease terminated, why my sister took over and leased it to Paul Mason.

- Davis: What were the arrangements in this kind of a lease? Again, was it that a certain amount of cash was paid or was it a share of the product?
- Passalacqua: No, flat cash rental.
- Davis: And was Vischia also, did he also use the name Sonoma Vineyards? I had heard that name. Is that incorrect?
- Passalacqua: I don't know. I just am not aware—I think he did use Sonoma Cellars, I'm not sure. I think he did.
- Davis: I know that you've said that your sister used the name Sonoma Cellars, but I'd heard that Vischia used the name Sonoma Vineyards, which is a little bit different. But I'm not sure about that.
- Passalacqua: I think you may be right. I think you may be right.
- Davis: And how long a lease did he have?
- Passalacqua: Well, I know it was over five years. Five years and —
- Davis: And that would have been beginning around 1940 or 1942, something like that?
- Passalacqua: Yes, yes.
- Davis: They would have been producing—Where were they getting their grapes? Were they buying their grapes from your brother Emile?
- Passalacqua: Oh, yes. They were buying grapes from my brother Emile and they were buying grapes from—in Cloverdale, Ceaser Giannecchini. My folks also bought grapes from Cloverdale. Giannecchini—they had a very large vineyard. And a lot of small vineyards around. They made 125,000 gallons of wine a year, 150,000. Capacity was about 175,000, in the new winery.
- Davis: And that was essentially the same procedure as before, bulk wine that was shipped by barrel back East —
- Passalacqua: Bulk wine that was shipped by tank car. They never put any in barrels, as far as I know.
- Davis: The old winery.

- Passalacqua: The old original winery.
- Davis: And the tank cars are on railroad tracks going East. When you put them in the barrel in the old winery, were those also shipped by rail or were they shipped by boat?
- Passalacqua: By rail. Always by rail.
- Davis: If I could just back up a little bit, I recall from listening to a tape that your sister Edith did with Bill Heintz, that he was asking her about the Norcal Wines venture. Do you remember your sister, around 1937, trying to do some marketing back East?
- Passalacqua: Oh, yes.
- Davis: Can you tell me what you recall of that operation?
- Passalacqua: I don't know too much about it. I know she went back East and she had some connections. To what degree they materialized, I couldn't tell you.
- Davis: At that point, that would have been right after Prohibition and possibly before you had bought the Olivetto Winery.
- Passalacqua: I think so.
- Davis: So, that would have been, the crush would have been from the Ferrero —
- Passalacqua: The Ferrero Winery.
- Davis: And was she essentially working on behalf of the family to try and find a market for the—or was she doing this independently?
- Passalacqua: She was doing this independently. I think she had two or three other wineries that she was contacting and I know there—Yes, I'm sure, because I remember answering the doorbell and some man from Napa County came here and wanted to contact by sister, because she was going to New York and she had some contacts back there.
- Davis: In this time period, was she completely disconnected from the family wine business? Was she doing this pretty much solo? Or was there some support from the family?

- Passalacqua: I think she was doing this mostly solo.
- Davis: I recall from that tape, her mentioning some names and maybe this will refresh your recollection. She mentioned Walter Sink, the Lombarda Winery, Fountain Grove Winery, the Frei Brothers and Geyserville Growers. Do any of those names ring a bell?
- Passalacqua: Yes, I know all of them, but to what degree she contacted them or whether it was just idle talk, I don't know.
- But I do know at one time the doorbell rang, and Louis Martini came here from Calistoga and wanted to know where my sister was. He knew she was going back East, wine wasn't moving and a glut on the market, and he wanted to know if she was going back there. She wasn't here. What became of it, I don't know. So, I do know that she was active in talking to different people.
- Davis: Mr. Martini, was that his own winery or —
- Passalacqua: That was his own winery. His son, I guess, it's a big winery now, and they were running it back there.
- Davis: Did you ever hear what came of that venture?
- Passalacqua: I don't think that anything moved. My sister was getting older and I just don't think that—She may have had some transaction of which I am not aware of. I was off at law school and worked for one year after I got out of St. Mary's, so I didn't keep abreast of it.
- Davis: I'm just kind of curious, what might have motivated your sister to [be involved] in such a sort of exciting, adventurous project. She had been involved in the winery operations up to that point for the family, but more as in a bookkeeping function.
- Passalacqua: Well, yes, she prepared all the wine reports and I think that a lot of these wine buyers in New York would come out and see us, and I remember one man, my sister even went out with him a few times. I was just a kid. He was connected in some way with the Mariani Brothers, a wine merchant from New York. She was very active, you know. The wine in the '40's, in early '50's, [there] was a glut on the market, you couldn't move it. I remember I represented Scatena Brothers Winery Company as a

lawyer. I formed a corporation and I handled the sale of Scatena Brothers Wine Company, that was owned by Dr. Scatena and William Mazzoni, and they sold it to a man by the name of Gentile.

Davis: When would that have been?

Beginning Tape 2

Passalacqua: That would have been, I went in the service in 1944, so that would have been in 1944. And in the early part of 1944, escrow closed just before I left, and Gentile was owner of a big distillery in Pennsylvania—I can't remember the name of it, Brookside or something like that—anyway, he bought the winery here and I don't think it ever turned out to be a success. Later on somebody else foreclosed or took it over. Eventually, the Seghesio family bought it.

Davis: But, your sister tried to launch a sale of the product back East and pretty much on her own, sounds like.

Passalacqua: She did, yes, she was pioneering the sale of wine in really tough times.

Davis: Apparently, it did not succeed to her expectations, but it was a very unique effort, I would say.

Passalacqua: It was. She went out on her own and she had a lot of connections back East and there may have been some sales. I was off at law school in San Francisco and I just don't know.

Davis: Do you recall whether or not she was representing the family winery as well? Were they trying to sell wine through her?

Passalacqua: Well, I think that after my brother started running the winery, I think that she did try to contact people back East, but that is an area that I'm not too familiar with.

Davis: Better to talk to—Henry's still living—would he know about that?

Passalacqua: No. no.

Davis: Emile has passed away.

Passalacqua: Passed away, yes.

- Davis: All right then. The Vischia leased the Olivetto location, the new location of the winery for... Actually, you said there was a ten year lease.
- Passalacqua: It could be. It could have been a ten year lease.
- Davis: Did you help her in negotiating that lease?
- Passalacqua: No.
- Davis: Did she negotiate that herself?
- Passalacqua: She negotiated that lease herself, right. I had nothing to do with it.
- Davis: That lease wasn't—there wasn't a crush there every year, am I correct?
- Passalacqua: Well, I think that he crushed just about every year, but he bought wine and stored it there, too.
- Davis: Oh, I see.
- Passalacqua: He bought wine and stored it there and would ship it back East.
- Davis: Was he from this area?
- Passalacqua: No, New Jersey.
- Davis: But he had some local manager for him?
- Passalacqua: Yes. Fred Domitilli. He passed away about a month ago. Fred Domitilli ran the winery for him and, in fact, I think Fred Domitilli made wine for him. And, of course, they had fellas come in and check it for them. But he was the one that operated the winery for him.
- Davis: Was he the only one?
- Passalacqua: Yes, he was. He did the hiring and firing, he had charge of it.
- Davis: After the Vischia lease was up, did your sister lease it immediately to Paul Mason—excuse me, to Gallo?

- Passalacqua: No. She never did lease it to Gallo. She leased it to Paul Mason and my sister shortly after that became ill and I bought the winery from my sister and I tried to lease it but couldn't find anybody to lease it, until Gallo came along and I had to give them an option to buy it. That was at the end of 10, now they had it for 10 years, 10-15 years Gallo had it, and they exercised their option and bought it.
- Davis: When did you buy it from your sister?
- Passalacqua: Well, let's see. I must have bought it from my sister, let's see — I bought it from my sister, I think in around the 70's, around 1970.
- Davis: And then you purchased it?
- Passalacqua: No, I can't give you the exact year I purchased it, but I knew that she was ill, she needed funds, so I purchased it and Paul Mason didn't want it anymore, so I got Gallo to lease it and they had it on their lease over 10 years.
- Davis: And then they exercised their option and bought it. Are they using it now?
- Passalacqua: Yes, for storage for aging wine.
- Davis: Do you know when the last crush would have been done at the Olivetto location?
- Passalacqua: I'd be guessing, but I would say in late '50's.
- Davis: Would that have been while Vischia was there or after Vischia?
- Passalacqua: Vischia was there, right. Had to be in the late 1950's because, or early 1950's, because after that, why, they dismantled all the fermenting tanks and just used the downstairs storage tanks.
- Davis: They being Mason?
- Passalacqua: No, Vischia.
- Davis: Oh, I see. Are any of those people around any more?
- Passalacqua: Well, Vischia is deceased and ... no, none of them are around as far as I know. There were other wineries that

bought wine from my brother—D'Quino, Genoa Wine Company and others that bought wine and I just don't remember all of them.

Davis: Was your family also involved in the grocery business or any other business?

Passalacqua: No, that was a fella by the name of Cook and Passalacqua. Cook was married to a first cousin of mine and Passalacqua is no relation, but he also is married to a first cousin of mine and they would have been children of my father's brother, Antonio Passalacqua. Here they are. This is my father, this is Antonio and this is Nicholas. And Mrs. Passalacqua, that owned the grocery store and Mr. Cook who owned the grocery store were married to Passalacquas. Cook was married to Amelia Passalacqua and Andrew Passalacqua was married to another Passalacqua, but were no relation.

Davis: So there are a lot of Passalacquas in the Healdsburg area, you can get confused.

Passalacqua: Oh, God, yes, yes.

Davis: Well, there still are Passalacquas in the grape growing business, right? Your brother—

Passalacqua: My brother's children, yes.

Davis: And at the old Sotoyome Ranch.

Passalacqua: Yes. There's Fred, there's Emile, there's Rachel, who's married to a Seghesio, and there's Jean Passalacqua, unmarried.

Davis: Have they taken out a lot of the older grapes and replanted?

Passalacqua: Some, yes. I think Rachel is in the process of replanting all of one quarter of the part she got.

Davis: But there maybe some of those old varieties still there?

Passalacqua: Oh, yes. A good many of them.

Davis: Any Barbera?

- Passalacqua: I don't know, but there's—can't think of the name of that one grape that I've been thinking of all night, Gran Noir...
- Davis: We'll have to track that down.
- Passalacqua: Yes, I will.
- Davis: Well, I think that we've covered a good bit of territory. What I would suggest is if we could close on anything you wanted to talk about, in terms of if we've missed anything. Well, is there anything that you think we haven't talked enough about, whether it's the production end or the wine marketing or the economics?
- Passalacqua: No, except that when they manufactured wine in those days—now today, you have to have sugar at 22 or 21 or 23, in those days they brought it in at 27, 28 and they crushed all those grapes and even if the grapes were spoiling and it had rained on them, they would crush them and use sulphur to kill the bacteria. Made wonderful wines, excellent wines.
- Davis: Did they crush all the grapes, I mean did they crush these different grapes in different vats, or — you talked about a number of different kinds of grapes — or were they crushed together?
- Passalacqua: Most of them were crushed together. I said the Alicante Bouschet was the big grape that they used for blending of the lighter wines, cause they wanted a heavy wine, as I understood it, back East.
- Davis: So, they would make the wine heavier with the Alicante.
- Passalacqua: Right.
- Davis: So, it was more like the Claret was without the Alicante.
- Passalacqua: That is right.
- Davis: Do you have an idea from what percentage of the production of the heavy variety, and what percentage was of the —
- Passalacqua: No, I don't. That I don't know.
- Davis: Would it have been of equal quantities or more of the heavy variety? I suppose if they were shipping most of

the stuff back East, it would have been more of the heavy variety?

Passalacqua: Yes, they took the Petite Sirah and mixed it with stock wine and the Alicante Bouschet undoubtedly were blended, and I do know they were always looking for Alicantes because I have this one trip to Windsor in memory, because my father said they needed that, it was the kind of wine they wanted back East.

Davis: That was the story you talked about earlier.

Passalacqua: Yes, where they paid \$110 per ton. They were paying \$55, \$60, and \$65 for other varieties.

Davis: Any other personalities from your own experiences that come out?

Passalacqua: Only this. After I started practicing law, you know, they have the Office of Price Administration, and you had a freeze on price commodities. If you were getting 30¢ a gallon, a lot of wines were selling for 30¢ a gallon, 25¢ a gallon, all of a sudden they were frozen and during World War II, before I went into the service, I developed what is known as a bottling franchise agreement, because you had to get a new product to put a new price on it. So people would ship wine back to a bottler back in New York, to a winery and they'd bottle it under a new label. And then they would bill them for this new wine, under this new label, and they would get an upgrade in the price, and that was called a bottling franchise contract. If they carried it out exactly the way it should have been done, shipped the wine back there for X dollars at the regular fixed price and they would bottle it and then they would get a new price under the bottling franchise contract, then they would step up the price. I'd drafted quite a few of those contracts and there was a Calistoga Wine Company, can't remember the name of the person. But I did that and the Office of Price Administration investigated a lot of these contracts for fraud, I told the people at the beginning, if they lived up to the letter of the contract they wouldn't have any problems. But, by golly, they didn't do a damn thing about it. They didn't prosecute any of these people and they got stepped up prices and they made big money. And that was—I can't give you the details on how this worked, but you would ship the wine back there, sell it to them for X number of dollars, 30¢, 50¢, whatever your price ceiling was, then it was bottled and they would

charge you for the bottling and you could then sell it as bottled wine. How they handled it, I don't recall exactly, but people got by with it and they got a stepped up price.

Davis: This was during the War years. And that way, winemakers out here could participate in that stepped up price?

Passalacqua: Oh, yes.

Davis: They weren't limited to the price of the old label, if you will.

Passalacqua: That's right.

Davis: Why would they not do that bottling out there instead of back East?

Passalacqua: Well, I don't remember exactly the details of it, but you would ship the wine back there, they would charge you, bill you back for bottling the wine and the shipping charges, the labels, and then you could bill them for the new product, this new wine with this new label on it and you circumvented the price ceiling.

Davis: Legally.

Passalacqua: Legally, right. They never tested any of those cases, they threatened, but they never prosecuted anybody.

Davis: Was this agreement of your creation?

Passalacqua: I think so, I'm the first one that I recall ever doing it for them. A lot of the wineries came to see me.

Davis: Who were some of your clients that you did this for?

Passalacqua: Okay, well —

Davis: This doesn't violate the attorney-client privilege, does it?

Passalacqua: No, I did it for the Italian... Calistoga Wine Company, they passed away. I did it for several wineries here in the area, I better not mention any names, but Calistoga Wine Company did it and I'll never forget the man that I did it for. I was in the Navy, I had to so in the service and I was in Arizona going to the University, and he called a big restaurant, *Carusos*. He said, "Call

Passalacqua up and have him come down. The dinner's on me." I brought about 20 officers down and we had a great time, all on the Calistoga Wine Company.

Davis: Do you still have any copies of those agreements around?

Passalacqua: I think I have, yes. I may have, I've got some old, old files stored away and I think I may have them. I'm going to be writing a book, I think, the *Country Lawyers*, and these are some of the things that the new breed doesn't know a damn thing about. Not that it would be interesting to anybody, but it might.

Davis: So, you then played an important role, I would say, in the marketing of wine in that particular era. We're talking about a five year period during the War? This was a very useful marketing approach?

Passalacqua: This was before I went into the service, because I remember so well, it was in middle July, 1944 and two or three years before the Office of Price Administration and prices were frozen on everything. If I can get some of those contracts, I can go into detail and tell you exactly how we did it.

Davis: I would be interested. After the War, of course, those restrictions were gone.

Passalacqua: Yes, yes.

Davis: Had you been involved in representing wineries other than that incident.

Passalacqua: Well, I incorporated several wineries in this area.

Davis: Still existing?

Passalacqua: Yes, two of them are pretty good sized wineries. I handled the sale of several wineries sometime back five or six years ago.

Davis: Has it helped, in terms of your legal work, having come from a wine family.

Passalacqua: Well, originally, yes. Originally, before I went in the service, I think I represented practically every winery around here.

- Davis: By here, you mean the Healdsburg area?
- Passalacqua: Yes, before all this influx of new wineries came in. The old timers, I represented. I can't think of one that I didn't represent.
- Davis: And a lot of that was because they knew you?
- Passalacqua: That's right. And the family.
- Davis: They knew you understood wine.
- Passalacqua: Well, to some degree, yes.
- Davis: But you were also the attorney. You understood those things, too.
- Well, let's see, I think that we can close off now and maybe we can come back after a break.
- Back on the tape, we were talking about the Finlayson Winery. Could you tell me what you remember about that?
- Passalacqua: The Finlayson Winery burned down to the ground in the early 1940's, and the cinders were falling on the shingle roof of the old Olivetto Winery, which at the time, I believe, had been acquired by my sister after my mother passed away.
- There were little fires starting out and all the fire equipment was over there at the Finlayson Winery, so I got a couple of wet sacks, climbed up from the inside of the winery to the roof and kept running up and down and putting out these little fires that started up. I had taken my shoes off and my socks got so dry that I kept slipping and I finally was sliding off the winery towards the railroad tracks and was destined to fall. My foot caught on one of the skylights and it swung me around and I held on for dear life until somebody came and threw down a rope and pulled me up to the entrance at the top of the roof.
- Passalacqua: Where was the Finlayson Winery in respect to where your [winery was]?
- It was east, southeast of our winery, just a little ways south, but on the east side of the railroad tracks from the Olivetto Winery.

- Davis: Isn't the Olivetto Winery on the east side of the railroad tracks?
- Passalacqua: No, correction, west side. The Finlayson Winery was on the west side of the railroad tracks. South of our winery, and the wine was blowing towards our winery—To the northeast and cinders were falling all over the roof.
- Davis: Who was the owner, at the time, if you know, of the Finlayson Winery?
- Passalacqua: I don't know.
- Davis: And was that the end of it?
- Passalacqua: That was the end of it. The Seghesio family has purchased the property and they use it as storage for equipment that is used up at the Geysers, so I've been told.
- Davis: While we're on the tape again, you had mentioned you'd recalled who the wine maker was for Mr. Vischia at —
- Passalacqua: A man by the name of Trincherio. Later on he brought the Sutter Home Winery which is now owned by a nephew and other members of the family.
- Davis: Okay. Thank you.
- End of Tape.

Francis Passalacqua Index

- Alexander Valley 8, 13, 14, 24
- Alicante Bouschet 8, 9, 18, 19, 21, 43
- Apple 17
- Barbagiolotta, Louis 15
- Barbera 8, 19, 42
- Barberone, 15, 18, 20
- Barrels 11, 12, 14, 22, 36
- Benicia 4
- Black grapes 8
- Bootleg 27
- Bottle 21, 44, 45
- Boxcars 12
- Brandy 15
- Briggs and Burgett 32
- Brooks, Ernest 14
- Brookside 39
- Bulk wine 18, 22, 29, 33, 36
- California 2, 3, 4
- Calistoga 38
- Calistoga Wine Company 44, 45
- Claret 20, 21, 22, 43
- Cloverdale 4, 5, 36
- Cook and Passalacqua 42
- Cook, Amelia Passalacqua 42
- Copper filters 17
- Crush 29, 37, 40, 43
- Crusher 16
- Crushing room 10
- D'Quino 22, 30, 42
- Delano 11, 21
- Distilled spirits 28
- Distillery 32, 39
- Domitilli, Fred 40
- Dry Creek Valley 27, 28
- East 16, 21, 24, 25, 30, 37, 38, 39, 40, 43, 45
- Ellis Island 2
- Fermenting room 11, 32
- Fermenting tanks 41
- Ferrero Winery 29, 30, 33
- Ferrero, Domenico 29, 37
- Finlayson Winery 47
- Fitch Mountain 24
- Fitch Mountain Road 32
- Fitch Mountain Winery 17, 18, 23, 33
- Fitch Street 1, 10, 15, 32
- Foppiano Winery 26
- Fountain Grove Winery 38
- Fracchia, Carlo 5
- France 3
- Franceschini 15
- Frei Brothers 38
- Frost Ranch 19
- Frost, Harvey 14
- Gallo 41
- Genoa Wine Company 22, 42
- Genoa, Italy 2
- Gentile 39
- Geysers 48
- Geyserville 10, 27
- Geyserville Growers 38
- Giannecchini, Ceaser 36
- Gran Noir 43
- Grapes 8, 9, 10, 13, 14, 17, 19, 20, 21, 24, 25, 26, 27, 28, 34, 36, 42, 43
 - Alicante Bouschet 8, 9, 18, 19, 21, 43
 - Barbera 8, 19, 42
 - Black grapes 8
 - Gran Noir 43
 - Mission 9
 - Muscat 8
 - Petite Sirah 8, 9, 20, 44
 - Pinot Noir 20
 - Red 9
 - White 8, 9
 - Zinfandel 8, 9, 20, 21
- Gravenstein apples 27, 34
- Grower 13
- Haigh
 - Fred 26
 - Isabelle Simi 26
- Harvest 13
- Healdsburg 4, 6, 7, 8, 12, 26, 29, 32, 42, 47
- Healdsburg Avenue 16
- Healdsburg High School 17
- Heintz, William 37
- Heitz Trucking Company 12
- Heitz, Louis 12
- Immigration 3
- Italian 2, 13, 18, 19, 27, 30
- Italian Swiss Colony 27
- Italians 21

Italy 3, 5, 6
 Jackson 2, 4
 Jug 21
 Kornell, Hans 35
 LA Lugs 24
 Label 44, 45
 Lagomarsino 15, 22
 LeBaron, Oscar 16, 31
 Lincoln Street 34
 Lombarda Winery 38
 Lorenzini 15
 Lucchetti, Tony 10
 Mariani Brothers 15, 20, 21, 23, 38
 Martini Winery 27
 Martini, Louis 38
 Mazzoni, William 39
 Mendocino County 7
 Miller Fruit Company 26
 Minaglia
 Mrs. 20
 John 14
 Mines [gold] 2, 4
 Mission 9
 Modesto 11
 Montepucchiano Winery 16
 Muscat 8
 Napa County 37
 Nardini 15, 30, 31
 New Jersey 30, 35, 40
 New York 2, 11, 12, 15, 16, 20, 22,
 30, 35, 37, 38, 44
 Nice 3
 Norcal Wines 37
 Norton, Edward 20
 Oak 11
 Office of Price Administration 44, 46
 Old Redwood Highway 6, 29
 Olivetto Winery 15, 16, 33, 29, 30,
 31, 32, 33, 37, 40, 41, 47
 Opera 13
 Oraziotti 15, 22
 Paris 3
 Passalacqua family
 Andrew 42
 Antonio 4, 7, 42
 Edith 6, 12, 16, 34, 35, 37, 38,
 41, 47
 Edward 5, 7

Emile 6, 12, 13, 14, 16, 18, 19,
 29, 33, 34, 36, 39, 42,
 Francis 6, 14, 16, 20
 Frank 2, 3, 5, 7, 10, 11, 12, 14,
 16, 19, 20, 22, 23, 27, 28
 Fred 42
 Henry 6, 12, 13, 22, 28, 39, 42
 Jean 42
 John 14
 Laura 6
 Nicholas 4, 42
 Sylvia 5
 Rachele 2, 5, 6, 11, 15, 16, 19,
 20, 22, 23, 28, 29, 47
 Paul Mason Winery 35, 40, 41
 Pear 27
 Pennsylvania 39
 Perelli Minetti, Julio 11, 16, 17, 18,
 33, 34
 Petite Sirah 8, 9, 20, 44
 Pinot [Noir] 20
 Powell Avenue 16, 34
 Preston 4
 Price commodities 44
 Prohibition 11, 13, 15, 17, 19, 22, 24,
 25, 26, 27, 28, 29, 33, 34, 37
 Prunes 8, 17, 27, 28, 34
 Pumice 18
 Puncheons 14, 21
 Quebec 21
 Red grape 9
 Red wine 14, 20, 23
 Replanting 42
 Russian River 8
 Sacramental wine 26, 27
 San Francisco 12, 15, 17, 22, 31, 39
 San Jose 14
 Santa Rosa 5, 7, 12
 Scatena 39
 Scatena Brothers Winery 38
 Seawall, Dr. Walter 20
 Seghesio family 48
 Seghesio, Rachel Passalacqua 42
 Sherman Street 9, 16
 Simi Winery 16, 26
 Sink [Walter] Winery 38
 Sonoma Cellars 33, 36
 Sonoma County 4, 15, 16, 17
 Sonoma Vineyards 36

Sotoyome Ranch 23, 28, 34, 42
 South America 3
 Steam boiler 10
 Still 15
 Sulphur 11, 43
 Sutter Home Winery 35, 48
 Tank cars 22, 36
 Tanks 10, 16, 32, 41
 Taylor, Clyde 32
 Towle, Frank 32
 Trincherro 48
 Ukiah 5, 11
 Villa Chanticleer 8
 Vineyards 19, 23, 27, 36
 Vischia, Albert 35, 40, 41, 48
 War 46
 White grapes 8, 9
 White wine 16, 21
 Windsor 14, 17, 34, 44
 Wine 10, 11, 12, 14, 15, 16, 17, 18,
 19, 20, 21, 22, 23, 24, 25, 26, 27, 29,
 30, 33, 35, 36, 38, 39, 40, 41, 42, 43,
 44, 45
 Barberone, 15, 18, 20
 Brandy 15
 Bulk wine 18, 22, 29, 33, 36
 Claret 20, 21, 22, 43
 Jug 21
 Red wine 14, 20, 23
 Sacramental wine 26, 27
 White wine 16, 21
 Wine business 37
 Wine press 16
 Wine reports 12
 Winemakers 10, 11, 16, 27, 35, 45
 Winemaking 14, 17, 33
 Winery 9, 10, 11, 13, 15, 16, 17, 21,
 22, 23, 26, 27, 29, 30, 31, 32, 33, 34,
 35, 36, 37, 38, 39, 40, 42, 41, 44, 45,
 46, 47
 Brookside 39
 Calistoga Wine Co. 44, 45
 Ferrero Winery 29, 30, 33
 Finlayson Winery 47
 Fitch Mountain Winery 17,
 18, 23, 33
 Foppiano Winery 26
 Fountain Grove Winery 38
 Frei Brothers 38

Gallo 41
 Genoa Wine Company 22, 42
 Geyserville Growers 38
 Italian Swiss Colony 27
 Lombarda Winery 38
 Mariani Brothers 15, 20, 21,
 23, 38
 Martini Winery 27
 Montepucchiano Winery 16
 Norcal Wines 37
 Olivetto Winery 15, 16, 33, 29,
 30, 31, 32, 33, 37, 40, 41, 47
 Paul Mason Winery 35, 40, 41
 Scatena Brothers Winery 38
 Simi Winery 16, 26
 Sink [Walter] Winery 38
 Sonoma Cellars 33, 36
 Sonoma Vineyards 36
 Sutter Home Winery 35, 48
 World War II 44
 Young, Maynard 14, 19
 Zinfandel 8, 9, 20, 21

Wine Library Associates of Sonoma County Publications
P.O. Box 43, Healdsburg, Ca 95448

Sonoma County Wine Library
139 Piper Street, Corner of Center & Piper Street, Healdsburg, CA
All Rights Reserved, Copyright © 1995.

